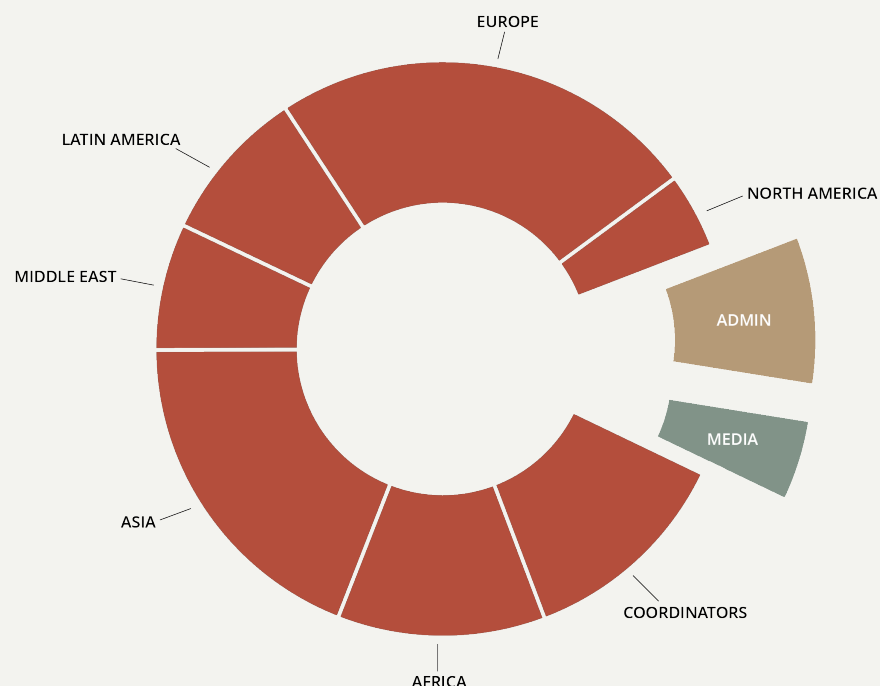


2024 YEAR IN REVIEW



EXPENSES BY TYPE

MISSIONS 87%

GENERAL OVERHEAD	\$1,523,125
AFRICA	\$1,465,511
ASIA	\$2,385,603
MIDDLE EAST	\$892,075
LATIN AMERICA	\$1,091,076
EUROPE	\$3,026,612
NORTH AMERICA	\$534,073

TOTAL MISSIONS: \$10,918,075

ADMIN 8.4% \$1,050,172

MEDIA 4.6% \$576,075

TOTAL: \$12,544,322

2024 SUMMARY

2023 YEAR END: \$12,704,135

DONATIONS:	+\$12,836,135
INTEREST EARNED:	+\$482,122
BOOK ROYALTIES:	+\$19,733
EXPENSES:	-\$12,544,322

NET INCOME: \$793,667

2024 YEAR END: \$13,497,802

In 2024, 87% of all expenditure was allocated to the work of missions in preaching, teaching, and church planting.

1. We regard every penny as the widow's mite, treating every missionary and donor as Christ among us.
2. We continue to labor in the harvest supporting elder-qualified men who are tested, approved, and sent out by biblically mature churches.
3. We will give the Lord of the harvest no rest in prayer to provide the qualified men needed to achieve our mission.

In 2024, 8.4% was allocated to administration. The national average for non-profits is between 15-25%.

1. We are able to keep our administrative cost far below the average through outsourcing administrative tasks and by allocating 0% to fundraising.
2. HeartCry's primary ministry is financially supporting missionaries. Therefore, a robust administrative team is essential, not only for accountability but to navigate the complexities of international communications and transactions.

In 2024, 4.6% was spent on media. To understand this expenditure, we must consider the two primary purposes of our media ministry:

Remote Training Program: Every week, we film training videos in our studio to educate churches and missionaries in various languages and in some of the most remote parts of the world.

Mission Education Program: It is essential that God's people hear reports from the field about God's work, that they might be encouraged in their faith, glorify God, and learn about missions. This is accomplished through our documentaries, quarterly magazines, an annual calendar, and social media.

****Building Rent:** HeartCry's current office is leased under a lease/purchase agreement in Roanoke, Virginia. The ongoing cost of the lease/purchase has been covered by a designated giver and is not taken from the general fund. The Lord is our Patron.

MISSIONS

REGIONAL COORDINATORS	\$1,196,018
MISSIONARY SUPPORT	\$6,137,003
FACILITIES & PROJECTS	\$1,605,498
TRANSLATION & LITERATURE	\$467,673
TRAVEL & TRAINING	\$986,614
BENEVOLENCE	\$179,998
MINISTRY TOOLS	\$148,190

TOTAL: \$10,918,075

ADMINISTRATION

ADMINISTRATIVE STAFF	\$549,625
PROFESSIONAL SERVICES	\$170,918
BUILDING RENT**	\$102,181
UTILITIES & MAINTENANCE	\$88,120
OFFICE EXPENSES & SUPPLIES	\$62,228
COMPUTERS & SOFTWARE	\$25,102
CONFERENCES & MEETINGS	\$51,997

TOTAL: \$1,050,172

MEDIA

MEDIA STAFF	\$368,809
A/V EQUIPMENT	\$10,187
COMPUTERS & SOFTWARE	\$24,528
SERVICES & CONSULTING	\$37,200
QUARTERLY MAGAZINE	\$54,477
CALENDAR	\$43,981
OTHER PUBLICATIONS	\$1,583
OTHER EQUIPMENT	\$4,101
FIELD TRAVEL	\$31,210

TOTAL: \$576,075